

**ABSTRACT**

A method for producing paper suitable for rotogravure printing by using a metered size press process to apply a coating formulation to a paper and then calendering the coated paper. In one aspect, the coating formulation comprises a pigment mixture containing engineered delaminated kaolin clay, and a latex binder. In another aspect, the pigment mixture comprises delaminated kaolin clay, engineered delaminated kaolin clay and calcined clay. Alternatively, talc is used in place of the calcined clay. In a further aspect, the pigment mixture comprises delaminated kaolin clay, platey kaolin clay, coarse kaolin clay and calcined clay.